

ABSTRACT OF THE DISCLOSURE

The present invention relates to a process for preparing or selecting
5 compositions having a fragrance burst of at least 20% relative to a product before
dilution as well as enhanced deposition. The composition is selected such that perfume
and surfactant in said composition yields a calculated "Perfume Burst Index" (PBI) value
of less than 3 as per algorithm defining the PBI.

10

202207064907.022802